



U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

ANNOUNCEMENT

**CALL FOR PARTNERSHIP CONCEPT PAPERS
MIDDLE EAST WATER SECURITY INITIATIVE
in Egypt, Jordan, Lebanon, West Bank/Gaza, and Yemen**

UNDER EXISTING

**GLOBAL DEVELOPMENT ALLIANCE ANNUAL PROGRAM STATEMENT
APS No.: APS-OAA-14-000001**

PLEASE NOTE: This is an addendum to an existing announcement. All interested organizations should carefully review both this addendum AND the full announcement, which can be found here: <http://www.usaid.gov/work-usaid/get-grant-or-contract/opportunities-funding/global-development-alliance-annual-program>. Important information contained in the full worldwide announcement is not repeated in this specific addendum.

This program is authorized in accordance with Part 1 of the Foreign Assistance act of 1961, as amended.

Through this Addendum to the FY 2014 and FY 2015 Global Development Alliance (GDA) Annual Program Statement (APS) No. APS-OAA-14-000001 (the GDA APS), USAID/Middle East is making a special call for the submission of Concept Papers focused on the Middle East Water Security Initiative (MWSI).

The goal of the MWSI is to improve sustainable, long-term access to water for up to 20 million people living in the Middle East. The MWSI will target Egypt, Jordan, Lebanon, West Bank/Gaza, and Yemen and promote sharing of best practices and lessons learned among the five participating countries. To achieve its bold but doable goal, MWSI will engage both international and local actors from the private sector, civil society, public sector, and other organizations to (a) support dynamic young entrepreneurs, researchers, and consumers with opportunities to develop, test, scale-up and market “water-smart” technologies; and (b) increase awareness of and local ability to address water security challenges in the Middle East through behavior change and advocacy campaigns.

USAID **may** allocate **up to** \$500,000 over the course of FY 2014 to fund one or two partnerships, with funding for individual partnerships estimated in the range of \$250,000 to \$500,000. Additional funding may be available in FY 2015.

Unless otherwise stated herein, all terms and conditions of the GDA APS FY14 and FY15 apply (<http://www.usaid.gov/work-usaid/get-grant-or-contract/opportunities-funding/global-development-alliance-annual-program>).¹

I. Background

Nowhere is water more important or more scarce than in the Middle East and North Africa (MENA), which controls 70 percent of the world's known oil reserves but has less than 1.5% of the world's renewable freshwater resources. Increasing demands on a limited, contested natural supply of fresh water, combined with changing climate, migration, and population growth stress the dwindling supply, exacerbating tensions within communities and countries.

To mitigate, if not avert, conflict and meet the basic human needs for water, MENA countries must pursue a different path to water resources conservation, management and use. New transformational approaches to water-related challenges that engage communities, promote local solutions, and include citizen-focused education must be identified and rapidly brought to scale, zeroing in on water conservation, productivity, storage, supply and reuse.

The objectives of the broader MWSI are to:

1. Help promote research and discovery of improved water resource management, including support for the development of quality water resource management science, technology and analysis;
2. Identify and scale up technologies for improved water supply and use; and
3. Support behavior change activities leading to water conservation and increased water security in the Middle East.

This solicitation will focus on addressing the second objective.

An important feature of the Initiative is a focus on approaches that empower women and youth. The Initiative must promote gender equality and youth participation in the development and implementation of water-related programs, specifically with respect to the inclusion of women and youth within the scientific community and as entrepreneurs; the creation of professional advancement opportunities for women and youth; and the engagement of women as leaders in decision-making bodies.

¹ As stated in APS No. APS-OAA-14-000001 the partnerships and alliances proposed in any Concept Paper should mobilize and leverage private sector resources at a minimum of 1:1. Proposed alliances that do not mobilize and leverage private sector resources at a value that equals or exceeds the level of funding being requested from USAID will not be considered under this announcement.

This transformational initiative will leverage resources from cross-sectoral partnerships, including the MENA Network of Water Centers of Excellence, and “Securing Water for Food: A Grand Challenge for Development,” as well as complement USAID mission programming. Private sector engagement is crucial for the adoption and long-term sustainability of improved water supply technologies. Private sector partners have the access to cutting-edge technology, research, marketing capabilities, and distribution channels that USAID often lacks. USAID will bring expert on-the-ground knowledge about markets and country-specific needs to help ensure high-impact collaboration.

MWSI will provide a structure for multi-stakeholder decision-making and include perspectives from local and sub-national entities within host countries. It will scale up new technologies, link the private sector to universities, build strong people to people ties, create new businesses and jobs, strengthen regional research and development capacity, and empower women and youth. Collectively, members of the MWSI will generate solutions to the MENA region’s most pressing water challenges.

II. Solicitation

Through this announcement, USAID/Middle East/Technical Services (USAID/ME/TS) seeks to develop new and innovative alliances with the private sector to identify and evaluate high potential solutions that can transform water supply and use in target countries in the Middle East. This includes partnerships with local and multinational corporations, as well as foundations that identify and scale up technologies for improved water supply and use.

Through this solicitation, USAID is looking to source and accelerate innovations that will lead to improved water supply and use. The following areas are particularly important:

- **Water Efficiency and Reduction in Loss of Non-Revenue Water** will become an increasingly necessary as water availability is threatened by competition between industrial, agricultural, and energy uses. Improving water efficiency and reduction in losses of NRW have tremendous potential water-saving benefits that will have multiplier effects at various levels of a country’s economy.
- **Water Capture and Storage** is in high demand in many regions where rain occurs at limited times. With projected variations due to climate change and increased pressure on agriculture production, the ability to store water during dry periods will become even more important.
- **Water Productivity** is key since approximately 80% of all water is used by agriculture. Innovations supported could include, but are not limited to: improved technologies for irrigation, real-time water quantity monitoring, post-harvest water demand reduction, salinity reduction, and other water re-use/efficiency/storage activities within the food value chain.
- **Dissemination, Adoption and Scaling** is essential. We will also support business and financial innovations that enable the increased dissemination and adoption of science and technology solutions. For example, support could be provided to test new distribution models or payment schemes.

USAID will prioritize innovative, cost-effective, private sector driven concepts and proposals that may include the illustrative types of interventions and activities outlined below. These interventions are illustrative only, and are not meant to limit applicant creativity. However, any proposed intervention or activity must have an explicit and direct link to the achievement of the MWSI's second objective as defined herein.

Illustrative interventions:

- Support the identification, acceleration and dissemination of technologies that can have a significant impact in the focus areas listed above.
- Support information sharing and dissemination through state-of-the art technology;
- Support sustainable management of watersheds, outreach and education on water issues;
- Support local stakeholders to promote improved watershed and water resources management.

III. Evaluation Criteria

Proposed alliances will be evaluated based on the general criteria set forth in the GDA APS in Section VI: Concept Paper Evaluation Criteria and Considerations. As stated in APS No. APS-OAA-14-000001 USAID expects to receive alliance proposals that mobilize and leverage private sector resources at a minimum of 1:1; that is, for every dollar of US Government (USG) funding invested in an alliance, the array of contributions and resources provided by the private sector partners must have a value equal to - and will preferably have a value greater than - the funding provided by the USG. Generally, a minimum of 25% of the private sector contributions and resources should be in the form of cash. Proposals that do not meet the 1:1 private sector resource requirement will not be considered under this announcement. The worldwide FY 2014 and FY 2015 GDA APS announcement contains a description of and the criteria for what may be considered as private sector resource contributions.

In addition, proposed alliances will be evaluated based on the prospective applicant's proven experience working in at least one of the five MWSI focus countries, and preference will be given to concept papers that propose work and/or knowledge exchange across borders. Preference will also be given to alliances that include private sector partners who demonstrate long-term commitment to the targeted region and a recognized business interest in the proposed concept.

If USAID requests a full proposal, applicants will be given additional, specific evaluation criteria that speak to the subject matter of the concept.

Proposed alliances should be consistent with USAID legal and policy restrictions, including those set forth in USAID's Automated Directives System (ADS) and in the Foreign Assistance Act of 1961.

IV. Application Instructions and Review Process

USAID/Middle East/Technical Services (ME/TS) will be responsible for the review process and management of any awards issued under this addendum.

Applicants are required to follow the Concept Paper instructions set forth in the GDA APS and submit Concept Papers using the Concept Paper Template. Information provided in Section I.E of that Template should address the objectives and criteria presented above.

Before submitting a Concept Paper, prospective applicants should contact Alexandra Hadzi-Vidanovic at ahadzi-vidanovic@usaid.gov. The USAID Point of Contact can discuss the extent to which a proposed idea is appropriate and aligns with USAID's goals.

In addition, prospective applicants must connect the prospective applicant's private sector partners to Alexandra Hadzi-Vidanovic at ahadzi-vidanovic@usaid.gov as early as possible and well in advance of submitting a concept paper. Under the GDA APS, the USAID Point of Contact can have robust and extensive discussions with prospective private sector partners with regard to potential alliance ideas and activities, so long as that partner is not seeking to receive and manage award funding from USAID.² Such discussions can be extremely valuable to the development of a quality concept.

The completed Concept Paper Template (including the Concept Paper and required Supporting Information) should be sent to USAID/ME/TS through Alexandra Hadzi-Vidanovic (ahadzi-vidanovic@usaid.gov) **with a copy to gda@usaid.gov**.

After review by ME/TS, applicants will receive instructions from ME/TS on whether to proceed with a full application. Concept papers must be submitted by **10/1/2014** in order to be considered. Concept papers will be accepted on a rolling basis, but no decisions will be made until after the deadline.

For information regarding guidelines and procedures to submit a concept paper, please refer to the GDA APS which can be found at the following website: <http://www.usaid.gov/work-usaid/get-grant-or-contract/opportunities-funding/global-development-alliance-annual-program>. Additional information on alliances can be found at <http://www.usaid.gov/work-usaid/get-grant-or-contract/opportunities-funding/global-development-alliance-annual-program-0>.

² Note: If the private sector partner is seeking to receive and manage USAID funding, the discussions will need to be more limited. Questions regarding the nature and scope of partner discussions prior to the submission of a concept paper, as well as any questions regarding the terms of the Global Development Alliance Annual Program Statement, can be directed to gda@usaid.gov or Ken Lee at kenlee@usaid.gov.